

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Coal Creek Coffee Company

Manufacturing-Works

Coal Creek Coffee Company Enjoys the Sweet Smell of Roasting Success

Client Profile:

Coal Creek Coffee Company, established in 1993, does most of its business in product preparation and manufacturing, providing equipment and blending, roasting and packaging coffee beans into coffee products for wholesale distribution and retail sales at its two Wyoming outlets. The company employs 10 people at its facility in Laramie, Wyoming.

Situation:

Coal Creek was flattening out on the revenue stream and was losing some of the attractive market share to competitors, without knowledge of what was happening and what could be done in regard to that trend. Too much emphasis was being placed on scientific information about coffee differences, only important to the extreme gourmet. The company sought the assistance of Manufacturing-Works, a NIST MEP network affiliate.

Solution:

Manufacturing-Works proposed and completed an empowerment seminar as well as enrolling the company in one of their Eureka! Jump Start offerings. Eureka! Jump Start is about getting moving again; to invent and implement, which allowed Coal Creek employees to think differently, communicate with each other and see the broader spectrum as to what was occurring in their company. As a result of Manufacturing-Works' assistance, loss of market share has ceased, and increased customer satisfaction awareness and marketing remodeling have reinvigorated Coal Creek's customer base as well as recapturing 12 percent of the market share that had been lost.

Results:

- * Increased profits by 15 percent.
- * Increased employment by 20 percent.

Testimonial:

"I believe in Manufacturing-Works. We expect our business to explode with the insight and energy we have come to expect from their growth services programs."

Jodi Guerin, Owner